

Ace Hardware Begins its Get MOORE Every Time You Paint Marketing Campaign

Beginning Monday, July 25, Ace Hardware stores nationally are launching a multi-channel "Get MOORE Every Time You Paint" marketing campaign.

This new campaign was designed to help customers choose which brand of Benjamin Moore paint is best for their specific paint project.

AURA® interior paint is MOORE stunning with its proprietary Color Lock® Technology that gives the homeowner unparalleled, long-lasting color depth and richness with a smooth finish. Regal® Select is MOORE durable with outstanding washability for easy removal of spills and stains. Ben® is MOORE effortless for a stress-free experience with paint that is easy to apply, touch up and maintain to ensure a flawless result.

"Homeowners looking for our best paint should choose AURA®. If you want our most durable paint, choose Regal® Select and if you are a first-time painter, then Ben® is your best option," Ace Hardware's Annie Hunter said. "Benjamin Moore is the color authority, with over 3,500 inspiring, brilliant colors to choose from."

Benjamin Moore paints have been trusted since 1883 as North America's favorite paint, color and coating brand. Benjamin Moore paints are unique in that the company manufactures its own resins and colorants, which make all 3,500-plus colors unmatched to any other brand of paint.

Benjamin Moore's premium-quality paint, and a huge selection of colors, are available for purchase at over 4,000 Ace Hardware stores to offer its Extra Mile Promise guarantee: Everything you need to paint in one trip or we will deliver it free, we promise, with our award-winning service.

Visit [AceHardware.com/extra-mile-promise](https://www.acehardware.com/extra-mile-promise) for more information.

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,600 locally owned and operated hardware stores in approximately 70 countries.

Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; Colon, Panama; and Dubai, United Arab Emirates. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit [acehardware.com](https://www.acehardware.com) or [newsroom.acehardware.com](https://www.newsroom.acehardware.com).

<https://newsroom.acehardware.com/2022-07-26-Ace-Hardware-Begins-its-Get-MOORE-Every-Time-You-Paint-Marketing-Campaign>